

PROCEEDINGS

2003 Idaho Rural Summit

November 18 – 19, 2003

Coeur d'Alene Resort

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PROCEEDINGS

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IDAHO RURAL SUMMIT OPENING SESSION



U.S. Senator Mike Crapo From Our Nation's Capitol to Rural Idaho

Biography

As a lifelong Idahoan, Mike Crapo is serving his first term as a U.S. Senator from Idaho. Senator Crapo is a member of the following committees in the Senate – Budget, Agriculture, Banking, Small Business and Environment & Public Works. As part of his duties on the Senate Agriculture Committee, Sen.

Crapo serves as Chairman on the Subcommittee on Forestry, Conservation, and Rural Revitalization, which holds jurisdiction over a number of important issues including rural development

Prior to election to the U.S. Senate in 1998, Senator Crapo served six years as Idaho's 2nd District Representative in the U.S. House of Representatives and eight years in the Idaho State Senate before coming to the U.S. Senate. During his tenure in the U.S. House, he served on the House Commerce Committee, the House Resources Committee, and the House Agriculture Committee. In the State Senate, he represented Bonneville County, his home county, from 1984 to 1992. From 1988 to 1992, he served as the Senate President Pro Tempore, the chief elected officer in the State Senate.

Professionally, Senator Crapo was a partner in the law firm of Holden, Kidwell, Hahn & Crapo prior to his service in Congress. Crapo received his Juris Doctorate cum laude from Harvard Law School in 1977, and he graduated summa cum laude from Brigham Young University in 1973 with a B.A. in political science. Senator Crapo and his wife, Susan, have five children: Michelle, Brian, Stephanie, Lara and Paul.

Keynote Address



Craig Nolte, Senior Community Affairs Specialist, Seattle Branch, Federal Reserve Bank of San Francisco

Biography

Craig Nolte is a Senior Community Affairs Specialist with the Federal Reserve Bank of San Francisco. Mr. Nolte develops training and consults financial institutions on community investment opportunities, and helps facilitate community development in both rural and urban areas. Mr. Nolte is very active

in Native American lending issues at both local and national levels, and is involved in many other rural initiatives throughout the Fed's Twelfth District. Prior to joining the Federal Reserve, Mr. Nolte served as a Compliance Examiner with the Office of Thrift Supervision. In that role, Mr. Nolte evaluated thrift institutions' compliance with various consumer and compliance laws and regulations, including the Community Reinvestment Act. Mr. Nolte holds an M.B.A. from City University, and a B.A. degree in Finance from Seattle Pacific University.

WEDNESDAY MORNING SESSION

Success Story Showcase

How the Magic Valley Landed Dell Computers

Jan W. Rogers, Executive Director, Southern Idaho Economic Development Organization

Biography

Jan Rogers is the executive director of the Southern Idaho Economic Development Organization (SIEDO) and brings over 25 years experience in marketing and communications to this position. SIEDO was established in the summer of 2001 as a joint venture of public and private sectors to help diversify and strengthen the economies of Twin Falls, Jerome and Mini-Cassia counties by retaining and attracting business to the southern Idaho region. Ms. Rogers works closely with each of these communities to promote economic development through expansion of existing business and implement a focused consistent program to attract new businesses to the region. SIEDO has been successful in building local and state support for the organization via a comprehensive web site – www.southernidaho.org -- quarterly newsletters and ongoing public relations efforts.

Prior to joining SIEDO, Rogers most recently served as marketing director at The Times News in South Central Idaho, executive vice president of The Maxfield Group in Texas, and from 1995 to 1999, she served a business-to-business advertising agency contact. While in Idaho, Rogers has participated in numerous professional groups and organizations including: Co-chair of Chamber Member Satisfaction, Retention & Recruitment Task Team; Centennial Commissioner, past secretary Western Day Committee, past president of United Way of Magic Valley, Chairman of Magic Valley Chamber Business Retention Committee; Board of Director of Foster Parent Advocacy Council; Chamber Member and Volunteer of the Year; and member of Twin Falls Rotary.

The Magic Valley Success Story

The primary goal of this particular economic development effort was to secure the successful recruitment of Dell Computer Corporation's first technical support center in the mountain time zone to Twin Falls in southern Idaho. This would be a daunting task for a "small" market competing against 3,362 other cities in North America. In the end, the first technical call center in the Mountain Time Zone for the 48th company on the Fortune 500 list, opened February 4, 2002 in Twin Falls, initially employing 203 technical positions and over 20 managerial/support staff. By the end of 2002 will employ almost 750.

Southern Idaho's Innovative Approach

It all happened, from start to finish, in less than 10 weeks. The "deal" was unprecedented in the history of Twin Falls – an under 50,000-populated market located in southern Idaho approximately 172 miles southeast of Boise. A whirlwind of activities and negotiations -- from small details to huge deal breakers – were a daily occurrence.

Strategies on how to quickly accomplish the task at hand were established, revised, updated and re-established. Coordination between numerous parties required careful spearheading and confidentiality. New relationships between Twin Falls representatives, CB Richard Ellis and

Dell had to be defined and secured. Proposals were written and rewritten. And public relations activities were coordinated and approved through all parties. All successfully accomplished in less than 90 days.

By mid October 2001, a deal was solidified. In reflection, Ryan Morris, senior vice president of CB Richard Ellis thanked SIEDO and the City of Twin Falls “for the can do spirit and the creativity needed to complete Dell’s call center.”

All the pieces of the puzzle were put together at “Dellocity” speed. Without the proactive, no nonsense assurances and delivery by city leaders and the College of Southern Idaho, Dell and the community would not be reaping the benefits of attracting this new industry to Twin Falls.

Background

CB Richard Ellis Call Center Solutions Group was given the task by Dell who wanted to open a satellite technical call center in a smaller city somewhere in the United States. Dell’s initial criteria: find a location where Dell can significantly impact their costs, one that will match their current employee profiles and where there is little or no market saturation. How did CB Ellis even *find* Twin Falls in their early site selection process? From a list of over 3,330 U.S. communities tracked by CB Richard Ellis’ call center solutions group – of which Twin Falls was one – communities were stacked up against a list of specific criteria required for a Dell Computer technical call center. Some of the criteria communities had to meet to make the first cut included: no related technical center competitor in the area; solid economic indicators; appropriate age distribution of the community’s residents; technical education opportunities; availability of college graduates; a mountain time zone location; moderate climate; a good chemistry with community leaders...to name a few.

Once the criteria were applied, five communities were identified as potential locations and site visits by CB Richard Ellis representatives were arranged. Early on, Dave McAlindin, director of economic development for the city of Twin Falls, was sited by CB Richard Ellis for his innovativeness, responsiveness and proactive thinking on issues that gave the edge to Twin Falls in the selection process. His strategies and brilliant orchestration of all aspects of the project kept the community in the game. And assured Twin Falls of the ultimate victory -- bringing in a Dell Computer Corporation technical support center.

Recruitment Assistance, Training & Training Funds

Business and college leaders quickly assembled numerous inducements to present an appealing package to Dell. Before Dell’s initial site visit was completed, the president of the College of Southern Idaho, Jerry Meyerhoeffer, provided the site team with a personal letter stating the college would provide training for new employees for as long as the company was in Twin Falls. The college would also provide up to four training rooms accommodating up to thirty trainees plus appropriate staff on campus for the exclusive use of Dell, at no cost or expense to Dell. The college would develop program curriculum in accordance with the standards set forth by Dell for technical support training and maintain the program and staff. They would also assist Dell on obtaining any local, state or federal funds/grants available for Dell’s operation.

Value Added - The Building

One of the most significant obstacle and major “deal breaker” was space. A huge break came at a most opportune time. When a site owned by Boise-based Albertson’s Inc surfaced as a strong

possible location, important financial details needed to be worked out and quickly. Idaho Governor Dirk Kempthorne personally stepped in to speak with Albertson's executives and meet with Dell and city officials to finalize this prime real estate for Dell's new location. The building was purchased through taxable bonds by the local Urban Renewal Agency for \$3 million, transferred to the City of Twin Falls and leased to Dell for the debt service of the bonds.

Value Added - Parking

The Urban Renewal Agency also would pay for the construction of additional parking space, which together with the existing parking, would provide a minimum of 500 spaces.

Value Added - Infrastructure Reimbursement

The Twin Falls Area Chamber of Commerce through its Business Plus II program will reimburse Dell in the amount of \$500,000 for infrastructure improvements on the building. In addition, the City of Twin Falls through an Idaho Community Development Block Grant will provide Dell with \$500,000 for infrastructure improvements. The Urban Renewal Agency also agreed to contribute \$500,000 to Dell in connection with Dell's renovation of the property. The City would also help expedite and facilitate the installation of a traffic signal at the building's main intersection, as well as telecommunications, utility and roadway infrastructure to support the facilities.

Value Added - Job Service

The Magic Valley Job Service office worked closely with Dell to outline services, process and timeframes for the anticipated recruitment effort. Job Service dedicated office space for this large job recruitment effort, initially received well over 2,000 applicant profiles on their email box, conducted over 2,000 individual telephone screening interviews, prepared written interview schedules and contacted applicants personally to schedule face-to-face interviews with Dell managers for over 700 candidates, provided staff support for Dell overview presentations conducted for successful applicants, worked closely with the College of Southern Idaho on their curriculum development and conducted a telephone survey of selected applicants to determine their interest in the CSI PC prep course designed for Dell.

Value Added – Economic Impact

The positive ramifications of Dell's presence in Twin Falls will impact southern Idaho in many ways for many years. The company's annual payroll estimated at \$15 million will have an annual economic impact of over \$30 million on Twin Falls and the region. With Dell's technical support center comes a new industry to southern Idaho – high-tech. It broadens the workforce to include technically skilled people, attracting additional technology and telecommunication companies to the region.

Dell couldn't be happier with their new home. In less than two months of operation, Dell's Twin Falls facility announced two expansions. When Dell opened its first technical support center in the Mountain Time zone in February 2002, over 200 were employed. Then, just three weeks after opening, Dell announced that an additional 200 jobs would be added, nearly doubling its initial employee base of 243. Dell again announced its second significant expansion after less than three months of operation, by adding customer service functions to this facility, adding 125 customer service staff in addition to its technical support staff. Again in September 2002, a third expansion was announced adding 100 additional workers. Combined, both operations will

employ some 650 workers by the end of 2002. This will make Dell Computer Corporation one of the top five employers in southern Idaho.

Value Added – Above The Call of Duty

According to CB Richard Ellis, “Twin Falls did a phenomenal job in responding to our call for information. They did everything possible to get us answers to our questions and concerns – good, bad or indifferent. It was a reflection of the kind of place Dell could do business and where the community will be there for the client long term and vice versa. Twin falls is a great example of a community that works hard to make a valid impression on the site selection group and the client. They are a textbook case of how a community should work and pull together in a site selection process.”

The Use of a Joint Powers Agreement to Bring Together Historical Adversaries, Mayor Darrell Wayne Kerby, Bonners Ferry, Idaho

Biography

Darrell Wayne Kerby was born on March 20, 1951 in Bonners Ferry, Idaho. Following his education at Bonners Ferry High School he attended North Idaho College and finished his Bachelor of Science degree in Education at the University of Idaho. Afterward he obtained his Master's of Science in Education at Gonzaga University in Spokane, Washington.

His professional career started as an insurance agent/broker for Pace-Kerby & Co., Inc. and later earned other positions in the company as Real Estate Broker, Securities Broker, and President & CEO.

Darrell Kerby is extensively involved in civic and government affairs. He is currently the mayor of Bonners Ferry and holds various positions throughout the State of Idaho including, Vice-President of North Idaho Mayors, Chairman of Boundary County Development Corporation, Member of U.S. Senator Larry Craig's Regional Advisory Committee, Member of the Idaho Magistrate Commission, Idaho Energy Committee, and Association of Idaho Cities Human Rights Task Force.

Professional Associations include, Board of Directors for Independent Insurance Agents of Idaho Inc., President of Idaho Surplus Lines Association, Member of Idaho Association of Realtors, and National Executive Presidents Council of Safeco Insurance Company of America.

Joint Powers Agreement Success Story Boundary County Economic Group

Following decades of historical fighting and quarrelling among and between the elected bodies of Boundary County, the following entities, the Kootenai Tribe of Idaho, Boundary County, the City of Moyie Springs, Boundary County School District #101, and the City of Bonners Ferry formed the Boundary County Economic Joint Powers Agreement. Its purpose is to bring together the scarce resources of the varied legal authorities serving a mutual constituency in Boundary County.

The members of this Joint Power have further partnered with State, Federal and Private agencies and Businesses in order to retain, expand, and recruit business. Successes include community

based economic assessments, major downtown revitalization projects, highway and street upgrades, pedestrian underpasses, a new high school and renovated junior high and elementary schools, business incubator feasibility study, international gateway visitor center and parking lot reconfiguration. Currently, many other projects are in various stages of development.

Kootenai Valley Resource Initiative

The Kootenai Valley Resource Initiative (KVRI) has been formed under a Joint Powers Agreement (JPA) between the Kootenai Tribe of Idaho, the City of Bonners Ferry, and Boundary County --- dated October 2001.

The Tribe, City, and County are working together to address resource issues affecting those of us in the Lower Kootenai sub basin. The KVRI is a diverse, community-wide group appointed to facilitate this process. Our intent is that this historic and new approach will guide how we, as a community, respond to opportunities such as TMDL planning, development of a wetland conservation strategy, recovery of lower Kootenai River burbot, the Corps of Engineers EIS related to operation of Libby Dam, and other issues as they may become timely or appropriate.

Under the Joint Powers Agreement, KVRI is empowered to restore and enhance the resources of the Kootenai Valley and foster community involvement and development. The mission of KVRI is to act as a locally based effort to improve coordination, integration and implementation of existing local, state and federal programs that can effectively maintain, enhance and restore the social, cultural, economic, and natural resource bases in the community. The Initiative membership and partners comprises the City and County (local government), the Tribe, private citizens and landowners, federal and state agencies, environmental advocacy groups, and representatives of business and industry within the area. The partners to the JPA appoint the members jointly. The Kootenai Tribe of Idaho provides a coordinator and note-taker. The KVRI is the primary forum for several issues and utilizes a number of subcommittees to work with the group as appropriate to accomplish the tasks at hand.

Working Together to Provide Broadband in Rural Idaho **Rick Gerrard, Syringa Networks**

Biography

Rick Gerrard is the Sales & Marketing Manager for Syringa Networks. In February 2002 he became the third employee to join the company. Rick has worked in information technology and telecommunications for twenty years, including positions as a manager of information technology, sales engineer, and as an account manager for both GTE and U S West, primarily serving the government sector. Rick lives in Boise with Julie, his wife of 33 years, and their two dogs.

Syringa Networks Success Story

Syringa Networks was created in September 2000 by twelve rural local telephone companies. These companies have been providing local telephone services in towns across southern Idaho for decades. They banded together to build a \$40 million fiber-optic broadband network comprised of 1,350 miles of fiber optic cable, in two SONET rings, connecting all of our companies to Syringa Network's central office in Boise.

Our owners live, work and play in small communities from Cambridge to Island Park, and from Challis to Albion. They recognize the importance of broadband telecommunications services to the economic well being of Idaho's smaller, and often remote, communities. Syringa Networks was created to bring the most advanced telecommunications services available to their communities, and others, to enhance economic opportunities across southern Idaho. The completion of our network creates the ubiquitous availability of advanced broadband telecommunications services around southern Idaho. These services include ATM, frame relay, private line, DSL, and Internet service.

Syringa Networks' Companies: ATC Communications (Albion), Cambridge Telephone Company, Custer Telephone Company (Challis), Direct Communications (Rockland), Farmers Mutual Telephone Cooperative (Fruitland), Filer Mutual Telephone Company, Fremont Telcom (St. Anthony), Midvale Telephone Exchange, Mud Lake Telephone Cooperative (Dubois), Project Mutual Telephone (Rupert), Rural Telephone Company (Glenns Ferry), Silver Star Telephone Company (Freedom, Wyoming).

Utilizing Workforce Development Funds and TechHelp to Keep Businesses in Idaho, The Freedom Plastics Story, Richard Westerberg

Biography

Richard was born in Preston and lived on the family ranch in Station Creek. He was educated in the Preston school district and graduated from PHS. He later attended Ricks College and graduated from Utah State University. After graduation he served four years in the US Army as a Quarter Master Officer in a number of different staff and command positions. Richard joined Utah power in 1978 and held a number of management positions. He served as a corporate officer for the last eleven years of his 22 years of service with Utah Power and PacifiCorp. His last assignment was as Vice President of Customer Operations where he was responsible for customer service, construction and maintenance to Pacific and Utah Power's 1.4 million customers in the seven northwestern states. Richard retired from PacifiCorp in March of 2000. Currently Richard is economic development specialist serving Bear Lake, Caribou, Franklin and Oneida Counties. He is also serving on the Preston District school board of trustees. He and his wife Julie live in Preston and are the parents of six children.

The Freedom Plastics Success Story

Company Background

Freedom Plastics is one of the nations leading pipe and fittings manufacturers, with production facilities in Wisconsin, Florida and Idaho. It purchased the existing Idaho facility at Preston in 2001, which now has 35 employees.

Situation

The Preston facility was at a crossroads in 2002. The facility had expertise in plastic pipe fabrication, a highly educated and motivated local workforce and the cost of doing business in the Eastern Idaho region was attractive. However, operational costs were too high in relation to economic returns. Although Preston was a logical site for additional expansion of Freedom Plastics, the site needed to meet two-day delivery deadlines to convert this opportunity into reality. To realize the Preston facility's potential and to protect the company's 35 jobs, management needed to improve on-time delivery.

Solution

Working with the Departments of Commerce and Labor, the company applied for and obtained a \$52,950 Workforce Development Training Fund (WDTF) grant. These funds were used to update the critical skills of 24 of their employees in the areas of Lean Manufacturing, AutoCAD computer skills, and Basic Supervision. The Lean training program is part of a series of programs developed nationally through the Manufacturing Extension Program and delivered locally by TechHelp Idaho. The training is designed to improve cycle-time, productivity and on-time delivery.

When a special order, which normally required five days to complete, was booked by the company with a two-day delivery commitment the work crew used the Lean methods they had just learned. They went from batch processing to individual processing for this order and completed it within eight hours. The experiment was repeated on other rush orders with very similar results.

A significant improvement in plant's extensive overtime operations occurred after Cellular Flow training and a Kaizen implementation. The entire factory was converted from Batch Production to Individual Piece Flow. Inventory Kanbans were created to level the workflow throughout the process. The cycle time improved so dramatically, that expected overtime was cancelled and the plant began requesting additional work from the corporate offices. Additional improvements have resulted in all orders being shipped in less than the two-day cycle time requirement. Freedom Plastics is confident that the completion of their Lean implementation will continue to increase productivity and this improvement will help secure jobs at the plant.

Results

The cycle time for expedited orders' was reduced from three days to eight hours and the cycle time for standard orders was reduced from five days to less than two days. The 35 jobs in rural Idaho have been protected and the opportunity for an expansion of jobs now exists with this manufacturing company.

Additional Idaho Success Stories

Assisting Local Companies with Workforce Development Training Funds, submitted by Bonner County Economic Development Corporation

Business retention also remains a focus at the Bonner County Economic Development Corporation (BCEDC). One of our more noticeable efforts involves the State Workforce Development Training Fund. Since January 2003 we have helped six local companies secure \$133,200 from this State fund to hire and help recover costs of training 51 new employees. One example is Quest Aircraft Company in Priest River, a 1999 start-up that manufactures airplanes for sale to a national and international market. "We're a new company that's growing," said Susan DeMoyne of Quest. The \$30,000 workforce-training grant "will allow us to add 10 new positions over the next year," she said, expanding the company from 35 to 45 employees.

Other grant recipients in 2003 are:

- Alpine Design, \$9,000 for three new positions;
- Diedrich Manufacturing, \$6,000 for two new positions,
- Litehouse Custom Printing, \$9,000 for three new positions, and

- Ellson Cedar Products, \$55,200 for 23 new positions.

For more information, please contact the Bonner County Economic Development Corporation at 1305 Hwy 2, Sandpoint, ID 83864, toll free phone is 866-831-8413, or visit their website at www.bonnercountyedc.com

How Infrastructure and Hard Work Pay Off, Submitted by Council Economic Development Coordinator

In 1995, then Boise Cascade, closed its mill in Council, Idaho, resulting in the layoff of 55 people. In March 1996, public meetings were held in order to decide what Council should do next. In May 1996, BC donated 77 acres of the old mill site to the City of Council to use for future development. The public decided they'd like to see new businesses by creating a park/industrial area, a new courthouse/jail, a large community park, a revitalized downtown, and a new senior citizen's center.

Work began through various grants given by the Department of Commerce, Economic Development Administration, and the USDA to build a Small Business Incubator Park on 50 acres of the property. Five acres of the remaining 27 acres was given to the County for a new courthouse/jail complex and 22 acres were donated for a new community park. And committees were formed to lead each of these projects.

In 1998 funding was awarded and the first two buildings in the new business park were built, one light manufacturing, and one smart building (tele-communication). The land was also developed for baseball fields in the new park. Territorial Supplies and Clearwater Research moved into the BP employing about 50 people. A year later, Intermountain Woodworking started up – to date they employ roughly 20 people. The courthouse/jail building was also built in the new location through a bond.

In 1999 work commenced between the City and ITD developing Hwy 95 an alternate route around Council that gave the City \$1.4 million in exchange for the abandoned roadway to use as they saw fit. In 2000 the new Senior Center was opened using the ICDBG grant. Planning work also began on a downtown master plan to use as part of a downtown revitalization grant. The City applied for another \$500,000 to build two more light manufacturing buildings in the business park. Western Timber expanded to Council and built a 24,000 sq ft building in the business park – now they employ 30 people. Council Mountain Clinic (a satellite clinic from McCall's Payette Lakes Clinic) set up on the east end of Clearwater Research employing another four people. Territorial Supplies purchased their own building and moved out of the park and Intermountain took over their space hiring another four people.

BB and soccer fields were developed in the community park along with a small fishing pond built with Fish and Game funds, and an RV dump was applied for and funded by Idaho Parks and Recreation. Friends of the Weiser River and the City partner on an ITD enhancement grant paved the portion of the old abandoned railroad corridor within the city limits for bicycle and pedestrian use. Work was just completed last month.

In spring of 2003 Cuddy Mountain Water Bottling (new start-up) began moving into a new 6,000 sq ft building in the business park. Later, Clearwater announced they needed to pull out of Council and centralize in Boise. This was a loss of significant jobs AGAIN but Council keeps

fighting. Office space was leased out to Pro-Active Therapy and Western Federal Highways in that vacant space and work began on a new community-owned call center venture, which is still in progress.

In July 2003 ITD paid the City of Council \$1.4 million dollars for the abandonment of Hwy 95 through Council in advance so that revitalization work could begin. A first!! This fall Wilson's Custom Furniture asked for space in the last 6,000 sq ft building in the park. They will be in by next summer. Intermountain Woodworking wishes to expand, but there is no ideal way of doing it within the business park. They are in the process of purchasing property in Adams County and building their own facility thus, creating more jobs. Another success story for our incubator!! An application was submitted last month to apply for an additional \$500,000 from the Department of Commerce's ICDBG Program to help with downtown improvements. That work is scheduled for summer 2004. The alternate route is scheduled to be built in 2007.

St. Maries Downtown Revitalization, Submitted by Timber Plus

The Greater St. Joe Development Foundation, Inc., known as Timber Plus, is the non-profit economic agency for the St. Maries area. A group who felt the economy needed to diversify in order to survive formed in 1988-89. The group held numerous public meetings and derived from them that the community would stand behind the vision, and that the logical direction for that diversification was to enlarge the tourism base. As a guide they then developed a Vision Plan – a plan of attack.

Their first problems were daunting, however, although they lived in a beautiful area – the town looked like it was on its last legs. Streets were unpaved throughout the town including residential areas, sidewalks were damaged or non-existent. The downtown buildings were in a state of decay and dilapidation. Main Street had become a permanent parking place for the city equipment as it dug up water and sewer lines daily to repair them.

The group first tackled the dust and mud problem by passing a million dollar bond issue to pave about seven miles of city roadways. Then it started a modest program of widening one or two streets a year and adding new sidewalks. Then the floods of 1996 hit and the city was forced to focus on reconstruction of the outlying areas. By 1998 the city dealt with a street for rebuilding a year at a time.

But it became obvious that Timber Plus would never get to downtown reconstruction at their rate unless they concentrated on the downtown area alone. It then was able to secure a promise of participation from the Idaho Transportation Department, from the City of St. Maries, and the property owners for a major downtown revitalization. Next, Timber Plus applied for Idaho Community Development Block Grant (ICDBG) funds. But the Idaho Department of Commerce asked - How are new sidewalks, streetlights and park benches going to attract and hold tourists? What are you, as a community, doing to attract visitors? They refused our grant request. The next year Timber Plus decided to try it again. This time they had one primary focus - tourism.

It decided to try and develop a reliable tourist industry by capitalizing upon the natural gifts of two beautiful rivers, lakes, timber, countless mountains, and, especially, a coherent, intact logically laid out town – where all functions were within walking distance of each other - a rarity in rural Idaho. Other benefits recognized were the proximity of the Coeur d'Alene Tribal destination resort, casino and golf course and the Heyburn State Park. – Heyburn- the crown

jewel of the Idaho Park system – was named after US Senator Weldon Heyburn, the park contains 5,505 acres of land and 2,333 acres of water. In the early 1900s the area was a popular recreation area, with regular steamboat routes from Coeur d’Alene to Chatcolet and St. Maries. From Heyburn, there is a connection to the new 71- mile bike and hiking Trail of the Coeur d’Alenes. All of this is only seven miles from the city door.

There is a rule that is used by developers, that goes like this - “A community must have enough activities for a tourist to engage in that is at least 4 times the travel time that it took them to get there.” St. Maries is a “day” “roundtrip” tourist destination - mainly from Spokane and the Inland Empire, which are only one hour away. So they had an easy target - four hours of entertainment for visitors. They started adding more attractions for tourists. They added an outside historical park near the local historical museum; the museum itself was spruced up and extended its operating hours. A visitors pavilion was built at another park and historical information was strategically located throughout the pavilion area to draw and keep a visitors interest. Timber Plus added large, historical interest signs at many of the city’s locations of historical importance. Its crowning achievement was a downtown historical mural project.

Throughout downtown Timber Plus located 15 different murals that depict various aspects of St. Maries history. The murals, for the most part, aren’t big, lavish wall side features but rather smaller, eyelevel copies of outstanding early photographs and of historical events that took place. They have become an important tourist attraction. Eventually, Timber Plus even rebuilt the golf course clubhouse and did major work on the greens. Also, the City of St. Maries itself is considered somewhat nostalgic. People class it as a good- feel, down home type of place.

In 2001 Timber Plus advocated for the ICDBG funds again – this time it succeeded and the downtown revitalization project was on! By August of this year it was completed. New streets, underground infrastructure, sidewalks, trees, benches, and lighting – turned out picturesque. The town hasn’t been the same since. The city has seen a doubling of tourists, and every business appears to be benefiting from the increased traffic. Relocation information requests are increasing. Timber Plus has another park area planned for the downtown area. Downtown building improvements are increasing. One historical building was purchased and a historical restoration is in progress, and a vacant downtown landmark is getting a new tenant.

Progress Report on Governor's Rural Initiative and Rural Task Force



Karl Tueller, Deputy Director Idaho Department of Commerce

Biography

Karl Tueller has served as the deputy director to the Idaho Department of Commerce since 1985. He has extensive public sector management experience in economic development and budget and policy development. He is currently responsible for coordinating the department's five divisions: Administration,

Economic Development, International Business Development, Rural and Community Development and Tourism Development.

Mr. Tueller serves on a number of state and national economic development boards. He was president of the Council of State Community Development Agencies (COSDA) from 1998-1999, and chairman of the Idaho Rural Partnership in 1999. He also represented the state of Idaho on the Science and Technology Council of the States from 1993-1997.

Mr. Tueller is an Idaho native, attended Idaho State University and graduated from Brigham Young University. He received a Bachelors Degree in Business Administration with a minor in economics in 1968. He received a Masters of Public Administration degree from BYU in 1970.

Mr. Tueller works to build a strong partnership between the public and private sector to strengthen Idaho's economy. His experience includes policy and budget development for New York State government, as well as serving as former chief of the bureau of budget for the state of Idaho. He also has several years of private sector experience in retail sales and management. Mr. Tueller and his wife, Mary Ann, have four adult children.

Summary Report

Idaho's Rural Initiative, administered by the Idaho Department of Commerce, is designed to strengthen the state's rural areas. In 2001, Governor Dirk Kempthorne charged a 63-member task force with developing a series of recommendations for strengthening rural Idaho's economy in five areas: leadership/governance, telecommunications, education/labor force development, infrastructure/public facilities and economic development. With the support of the Idaho Legislature, programs are underway. The report will include an update of projects and programs funded FY 2002-2004 (available on site).

Inland Northwest Economic Adjustment Strategy Update



Lorraine Roach, President Hingston Roach Group

Biography

Lorraine Roach is President of The Hingston Roach Group, which specializes in strategic planning for economic, community and business development. Her work focuses on rural revitalization, team-building, and strategic planning throughout the western United States. She is a past Chair of the Idaho Rural Partnership, and served on the Idaho Governor's Rural Task Force and the National Rural Development Council Strategic Assessment Task Force.

She is a third generation entrepreneur, originally from Moscow, Idaho, and a graduate of the University of Puget Sound. She spent four years in Europe's Bavarian Alps, working as a Marketing Specialist for the U.S. Department of Defense, which gave her the opportunity to travel in 18 countries. She speaks German and French, along with some Italian and Russian. While in Europe, she enjoyed adventures like a three-month solo mountain bike tour of France and Switzerland, and smuggling Russian language Bibles into the Soviet Union. Lorraine brings to her clients great depth in well-tested and innovative strategic planning and marketing techniques.

She particularly understands the unique challenges faced by small businesses and rural communities, who rely on resourcefulness, creativity, local partnerships and volunteer efforts to be competitive. She regularly works with city and county officials, community groups, business leaders, university researchers, and state and federal agencies. She has been recognized for her ability to bring diverse interests to the table and reach consensus on common goals and project implementation strategies. Her focus is on achieving "win-win" situations for businesses, community residents and elected officials.

Roach also serves as a consultant to the Inland Northwest Economic Adjustment Strategy (INEAS) Steering Committee.

INEAS Information

Available on Site

Idaho Transportation Long Range Plan



David Ekern, Director Idaho Transportation Department

Biography

David Ekern was appointed Director of the Idaho Transportation Department (ITD) in July 2003. As Director, he is responsible for the activities of a department providing multi-modal services to the 1.3 million residents and economy of Idaho with an annual budget of approximately \$430 million.

Prior to his appointment, he served 33 years with the Minnesota Department of Transportation as Assistant Commissioner, Division Director of Engineering Services, Assistant Chief Engineer, and as a District Engineer. He has also held positions in Environmental Policy, Project Development, Planning, and Operations.

From 2001 – 2003 he was on assignment to the American Association of State Highway and Transportation Officials (AASHTO). In that role, he focused on initiatives and policy development that are changing the face of our nation's transportation agencies. The focus areas included Intelligent Transportation Systems, Asset Management, Remote Sensing Technologies, Operations Management, Homeland Security, Traffic Incident Management, Context Sensitive Design, and helping shape congressional reauthorization proposals.

He is a member of numerous professional associations and societies and has earned the standing of Fellow in the American Society of Civil Engineers. David is a Registered Professional Engineer, received his Bachelor of Science degree in Civil Engineering from the University of Minnesota and his Masters in Business Administration from the University of St. Thomas.

Patricia Raino, ITD Intermodal Planning Manager

Biography

Patti Raino is the Intermodal Planning Manager in the Division of Transportation Planning at the Idaho Transportation Department. She has been with the department since 1980. She was a grant manager in the Highway Safety Office for 15 years working in the areas of alcohol traffic safety and occupant protection and police traffic services. She then held the position of Senior Transportation Planner in Highway Programming and was responsible for the annual update of the Highway Program and the coordination of the Enhancement Transportation Program and other special transportation programs. In her current capacity as the Intermodal Planning Manager she is responsible for the Statewide Transportation Improvement Program, coordinating the metropolitan planning and Tribal organizations, the corridor planning oversight, coordinating the Congestion Mitigation and Air Quality, Enhancement, and Scenic Byway Programs, Functional Road Classification, and the Rail and Bicycle Planning.

Idaho Transportation Long Range Plan

Available on Site

BREAKOUT SESSIONS

What's Already Happened and What Lies Ahead for Rural Idaho

1. Leadership/Governance

Facilitator – Ken Harward

Reports from Sen. Skip Brandt and Ken Burgess, Office of Sen. Larry Craig

Summary Report

One of the major issues for action identified by the Idaho Rural Partnership is the continuing development of emerging leaders in our rural communities. One of the five main points that came out of the Governor's Rural Task Force in September, 2000 was the need for "increased leadership at the state level to coordinate government services that impact rural areas" and that "successful rural communities need strong leadership and a positive vision for their future".

The challenge for rural communities is the "part-time" nature of elected officials and volunteer leaders. Rural communities lack full-time staff with community development expertise and a firm understanding of the various resources -- public and private - to help their communities be successful.

This breakout session will explore the focus on leadership development in rural Idaho. Attendees will learn more about state and national efforts to focus on the plight of rural America, gain new insight on specific leadership training programs available to community leaders, and how the Idaho Rural Partnership is working to coordinate government financial and technical assistance programs.

Ken Harward, Executive Director, Association of Idaho Cities

Biography

Ken Harward is the Executive Director of the Association of Idaho Cities, a position he has held for about six years. The Association of Idaho Cities provides training and technical assistance to all of Idaho's cities on a variety of topics including: strategic planning, financial strategies, economic development, and leadership development. Previously, Mr. Harward served as City Administrator and Finance Director for the City of Nampa for 24 years. He is credited with providing the leadership for city strategic plans that have produced economic development successes, including the creation of new jobs and several major public structures.

Harward is a member of Idaho's Information Technology Resource Management Council (ITRMC) and serves on the Idaho Rural Partnership Board. Harward holds undergraduate and graduate degrees (master's) from the University of Utah.

Skip Brandt, Idaho State Senator

Biography

Skip Brandt is a fourth generation resident, born in Grangeville, Idaho and raised in Kooskia, Idaho. His family background is in farming, logging, and sawmill business. Skip is currently co-owner of Stites Ace Hardware in Stites, Idaho. He is married with one child.

Skip is a graduate of Clearwater Valley High School and later attended the University of Idaho. He is certified as a Private Airplane Pilot, Sky Diver, Hang Glider Pilot, Scuba Diver (NAUI), and Advanced Scuba Diver (PADI).

His affiliations in public service include, a former seat on the City Council of Kooskia Mayor of Kooskia until he was elected to the State Senate in 2000. He's been a board member of the Clearwater Resource Coalition, Idaho County Sheriff's Posse, Idaho State Search and Rescue Association, and leader of the Idaho County Dive Rescue Team.

He has been an Idaho State Senator for District #7 during 2001-2002 where he served as Vice-Chairman for the Senate Natural Resource and Environment Committee. He also served on the Senate Commerce and Human Resources and Senate Health and Welfare Committee.

Currently, he is an Idaho State Senator for District #8 for his second term 2003-2004. He serves on the Senate Health and Welfare Committee as Chairman. He also serves on the Senate Transportation and Senate Natural Resource and Environment Committee.

Skip is a Board Member of the Idaho Rural Partnership, Legislative Council on River Governance, and of the State Hospital North. He continues as a member of the Kooskia and Stites Volunteer Fire Departments, Masonic Lodge (Blue Lodge, Scottish Rite Body, and York Rite Body). He also belongs to Shriners such as the Lions Club, A.B.A.T.E. (American Bikers Aiming Towards Education), C.R.C. (Clearwater Resource Coalition), P.L.A.Y. (Public Lands Access Year-Round), Blue Ribbon Coalition, and the National Rifle Association.

Ken Burgess, Office of U.S. Senator Larry Craig

Biography

Ken Burgess is the Regional Director for U. S. Senator Larry Craig, based in Boise. A native of Castleford, Idaho, he is in a unique position to help facilitate coordinated federal and state rural policy. Ken was a member of the Governor's Rural Task Force, and was instrumental in the recent restructuring of the Idaho Rural Partnership. He represents Senator Craig in IRP activities and serves on the Board of Trustees for the Leadership Idaho Agriculture Foundation, a well-respected leadership-training program.

2. Telecommunication/Broad Bandwidth

Facilitator – Dan Yurman

Report from John Glerum, Boise State University

Dan Yurman, INEEL Project Manager

Biography

Dan Yurman is the Information Technology Portfolio Project Manager and reports to the Chief Information Officer. From 1999-2003 he was on the staff of the INEEL Strategic Planning Office. In that capacity he was the Mission Analysis Project Manager responsible for long range planning, scenario development, competitive intelligence, and market research.

In addition, he works on the INEEL Economic Development Program throughout Idaho. He helped plan the 2003 'Connect Idaho' conference, an annual meeting of rural community economic development stakeholders interested in access to broadband technologies for e-commerce, e-government, e-education, and e-medicine.

Yurman is a member of the board of directors of the Eastern Idaho Forum for Information Technology (EIFIT) <http://www.eifit.org/>, which is an industry trade association and technology-based entrepreneurial network spanning a 7-county region.

John Glerum, Director, BSU Technical and Entrepreneurial Center

Biography

John Glerum has been an executive with progressive experience with various sized companies. Major experience at the executive level with the Heinz Company, as CEO and COO of Ore-Ida Foods and six affiliates ranging in sales from \$ 10 million to \$ 1 billion. Extensive hands-on and consulting experience with business start-ups, planning, development, cost improvement, quality management and acquisitions.

Experience supported by an MBA degree with a concentration in Finance and B.S. degree in Business Administration and Biological Science.

Summary Report

Copies of Power Point Presentation Available on Site

3. Education and Work Force Development

Facilitator – Dick Gardner

Reports from Jim Hammond, State Board of Education, and Roger Madsen, Idaho Department of Labor

Dick Gardner, Consultant, Bootstrap Solutions

Biography

Dick Gardner is the principal consultant at Bootstrap Solutions, a firm specializing in rural development, economics, strategic planning, and group facilitation. Dr. Gardner spent ten years as executive director of the Idaho Rural Partnership, and nine years prior to that as a policy economist in the Idaho Division of Financial Management, working on agricultural, natural resource, rural development, and tax issues. Gardner is widely published and has participated in over 250 workshops on rural development. He has facilitated the creation and delivery of numerous rural programs and projects. Dr. Gardner received USDA's top achievement, the Honor Award for Public Service, in 2000 for his work with IRP. Dick was given the Ron Shaffer Award for Collaborative Leadership by the National Rural Development Partnership in 2001. Gardner earned degrees in resource economics from Colorado State University, the University of Minnesota, and Michigan State University. He was born and raised in the little town of Vicksburg, Michigan, before becoming an Idahoan by choice. Dick tries to keep up with his four children. His favorite pastimes are to enjoy rural Idaho via whitewater raft, horse, or backpack. Community service commitments have included Idaho Partners for Homebuyer Education and the City Club of Boise.

James C. Hammond, Post Falls City Administrator

Biography

Jim Hammond has been the City Administrator in Post Falls since August, 1996. Prior to that he served as Mayor from 1990-1996, City Councilman from 1981-1990, and as a Planning & Zoning Commissioner from 1979-1981. He was also an elementary school principal from 1977-1996. He is Vice President of the Idaho State Board of Education, and serves as a board member of the Idaho State Building Authority, the Post Falls Chamber of Commerce, Post Falls Community Volunteers, Panhandle Area Council, and the University of Idaho Research Park Advisory Committee. Past board memberships include Kootenai County Jobs Plus, the Association of Idaho Cities, Post Falls Education Foundation, Kootenai County United Way, and the Human Rights Board.

Jim is married to Cyndi, a teacher, and has three sons, three grandsons, and one granddaughter.

Summary Report

Today, more than ever, issues around access to postsecondary education rank high on the national and state agenda. Globalization, innovation, knowledge, skills, and education are driving both personal and societal choices. Idaho is attempting to balance the goals of cost-efficient spending and building the education, knowledge and skills of our workforce. Health professions represent one of the most critical workforce issues in our region. The State Board of Education is working in partnership with its schools, colleges and universities, and other state agencies to deliver training and education through an array of methods (Face to Face, compressed video, the internet, and Internet2).

Roger Madsen, Director, Idaho Department of Labor

Biography

Roger Madsen has served as Director of the Idaho Department of Labor since January 1995. He received a Bachelors degree from Washington State University and a Master's Degree in Political Science and a law degree from BYU. Additionally, he has a Masters of Business Administration from the American Graduate School of International Management. Roger served as an Assistant Attorney General from 1976–1980 and then practiced law and served as a business consultant from 1980 until his appointment as Director of the Department of Labor. He served for four years as an Idaho State Senator and has been called upon to lead Gubernatorial task forces on unemployment insurance and workers' compensation. He also served as the Interim Director of the Idaho Commission on the Arts. Mr. Madsen currently serves on the Board of Directors for the National Association of State Workforce Agencies, on the Board of Directors for the Idaho Rural Partnership, and is a member of Idaho's Workforce Development Council.

Summary Report

A highly trained and motivated workforce in Idaho is a critical component in building a healthy, vibrant economy. The Idaho Department of Labor is working as a partner of *IdahoWorks*, the State's Workforce Development System, to help coordinate and continually improve Idaho's employment and training services for business, jobseekers, and students. The Department is working to increase its capacity to effectively match job seekers with employers as it assists individuals with career transitions and businesses with human resource challenges. This is being accomplished by containing costs, improving customer service, increasing training for Department staff, and enhancing operational efficiency through automation and improved facilities.

4. Infrastructure Development Funding

Facilitator – Joe Herring

Reports from Jerry L Miller, Idaho Department of Commerce, and Dan Fraser, USDA Rural Development

Joe Herring, Executive Director, Region IV Development Association

Biography

Joe Herring – Executive Director of Region IV Development Association (RIVDA) since 1986. Under Herring’s direction, RIVDA operates several business development loan programs, community infrastructure assistance, facilitation and negotiation, workforce training, and general consulting activities. Prior to the position at RIVDA, he was the Community Development Director for Clarkston, WA, Regional Land Use and Economic Development Planner in North-central Idaho with Clearwater Economic Development Association, and the City Planner for Moscow, ID.

Herring has degrees in Geography and in Urban and Regional Planning from New Mexico State University. He is a Master Consultant and Idaho Chair with Business Retention and Expansion International.

Herring has served as an IRP board member since 1999. He also serves on the Idaho Economic Development Association Board, ITD’s Public Transportation Advisory Council, the Idaho Task Force on Public Transportation, the Southern Idaho Economic Development Organization Board, the Inland Northwest Economic Adjustment Strategy Steering Committee, and the Mid Snake RC&D, and is President of the Rural Idaho Development Foundation and the Idaho Nevada Community Development Financial Institution.

Jerry L. Miller II, Rural Development Specialist, Idaho Department of Commerce

Biography

Jerry manages the department’s Gem Community Implementation Grant and National Fire Plan – Economic Action Grant Programs. He is editor of the “Show Me The Money” a weekly bulletin of funding opportunities for rural communities and non-profit organizations. Additionally, he represents the department on the State’s National Fire Plan and Renewable Energy Committees.

He also tasked to provide project development technical assistance to rural communities. Prior to his current assignment he spent four years managing Idaho Community Development Block Grant projects. Also, prior to joining the Idaho Department of Commerce in 1995 Jerry worked as a grant writer and project administrator for the Region IV Development Association and the Ida-Ore Planning and Development Association.

Jerry has a bachelor’s of administration degree in Political Science and History and a master’s degree of administration in Urban and Regional Planning from the University of Iowa. He is married to his wife Sarah Miller. His hobbies include camping, dogs, and golf.

Summary Report

Jerry will address the grants, tools, and services that the Idaho Department of Commerce offers to communities interested in pursuing infrastructure projects. He will discuss grant programs such as, Gem Community Implementation Grants, Idaho Rural Community Block Grants, Idaho Community Development Block Grant Program (a.k.a HUD dollars). He will share what tools are used including, Show Me the Money, Advantage Club Handbook, Smart Towns Series Handbooks, Economic Development Preparedness Review, and Peer to Peer. Other services include Project Development.

Daniel (Dan) H. Fraser, Director, Community Programs, USDA, Rural Development**Biography**

Dan Fraser has worked in infrastructure development for rural areas for over 30 years in Oregon and Idaho. He is currently the Community Programs Director for the USDA – Rural Development. He is a professional engineer and holds a bachelor's of science in Civil Engineering from Montana State University. He is married to his wife Sue and has one daughter named Jennifer. He enjoys golfing, hunting and fishing.

Summary Report

Dan's report will discuss the USDA's rural development infrastructure programs available in Idaho. The report will present and discuss rural developments, Idaho Organization, and the following infrastructure programs: water, environmental, essential community facility, electric, and telecommunications.

Detailed information will be presented on applicant eligibility, eligible program purposes, types of eligible projects, loan terms, interest rates, direct and guaranteed loans, grant programs, applications, history of the program, and proposed FY 2004 funding.

5. Economic Development

Facilitator – Bob Ford

Reports from LaMoyne Hyde, Idaho Department of Commerce, Rick Tremblay, Economic Development Administration, and Ray Burstedt, Idaho Economic Development Association

Robert R. Ford, Director of Business, Economic, and Rural Development Office of U.S. Senator Mike Crapo

Biography

Robert Ford is an Idaho native born in Caldwell. He attended the University of Idaho, served in the US Air Force as Minuteman Missile Launch Officer and earned a Masters Degree in Management from USC. He has worked for the State of Montana on a strategic planning group, five years with the Idaho Migrant Council managing employment and training programs, worked for Ida-Ore Planning and Development (Sage Community Resources) and worked with for seventeen years with the Idaho Department of Commerce in several capacities including Manager of Rural Development.

LaMoyne Hyde, Director, Idaho Department of Commerce

Biography

LaMoyne Hyde of Idaho Falls is the Director of the Idaho Department of Commerce. Hyde is owner, operator and developer of Hyde Drift Boats, a multi-million dollar international company based in Idaho Falls. His companies also include Hyde Water Conditioning, Hyde Outfitters, the Last Chance Lodge and Restaurant in Island Park and two fly fishing shops in eastern Idaho. Hyde has also served on the Idaho Travel Council, Governor's Economic Advisory Council, Eastern Idaho Economic Council and the Idaho Falls Chamber of Commerce. Hyde has also been active in community, social and outdoor organizations in the Idaho Falls area.

Summary Report

The Idaho Legislature (Idaho Code 67-4703) vests the Idaho Department of Commerce with the following powers and duties:

The Department of Commerce shall have the power and it shall be its duty to engage in advertising the state of Idaho, its resources, both developed and undeveloped, its tourist resources and attractions, its agricultural, mining, lumbering and manufacturing resources, its health conditions and advantages, its scenic beauty and its other attractions and advantages; and in general either directly, indirectly or by contract do anything and take any action which will promote its resources and industries, promote tourist travel to and within the state of Idaho, and further the welfare and prosperity of its citizens.

The Idaho Department of Commerce fulfills its mission and duties through the following divisions:

Administration provides key fiscal, personnel, information technology and administrative support services to the department.

Economic Development helps existing businesses find new markets and expand; encourages entrepreneurship and the start-up of new Idaho businesses; helps bring about economic diversification by attracting new businesses to Idaho; provides funding for local

development efforts, and develops, maintains and disseminates economic and demographic data.

International Business helps Idaho businesses export goods and services, develop new markets, increase foreign awareness and acceptance of Idaho products and services, and coordinates the state's protocol efforts.

Rural and Community Development provides financial and technical assistance to Idaho's cities and counties for the construction and rehabilitation of public facilities necessary to support economic diversification, job creation, business expansion and sense of community.

Tourism Development helps expand Idaho's tourism and recreation industry by marketing Idaho travel opportunities at home and abroad, distributing grants to communities to promote tourism, developing, soliciting and promoting tourism events and developing the state's film industry.

Richard B. (Rick) Tremblay, Economic Development Administration Biography

Rick Tremblay began serving the states of Idaho and Nevada as an economic development representative for the U.S. Department of Commerce, Economic Development Administration (EDA), in June of this year, reporting to the Seattle Regional Office. Rick is delighted to be serving an agency with an excellent mission, and one that is the primary partner on a team of public and private sector individuals, agencies and companies motivated and equipped to develop projects that create family wage jobs.

Prior to joining EDA, Mr. Tremblay was an economic, and business development consultant for nearly ten years. During this time, Rick's clients included several universities in the Pacific Northwest, a number of small and medium-sized businesses, and some larger companies, such as Bechtel, BNFL, Coleman Research, EG&G, ICF Kaiser, Lockheed Martin, Thermo Electron and TRW. Rick also served as the director of the Idaho National Engineering and Environmental Laboratory's (INEEL), Boise Office for the five years prior to establishing his private consulting company. The INEEL Boise Office engaged in business and economic development, intergovernmental coordination and public relations. Before going to work for the INEEL, Rick served the state of Idaho for five years as the administrator of the Division of Science & Technology located in the Idaho Department of Commerce. The division worked on economic development and science and technology projects for the state of Idaho, INEEL and Idaho's three universities. Rick also directed the state of Idaho's Capitol Mall Geothermal Exploration Project, which led to the world's largest direct use geothermal space heating operation, outside of Reykjavic, Iceland, providing heat for over 50 buildings and 300 homes in downtown Boise, Idaho. In addition, Rick has patents pending in the road and rail transportation industry.

EDA Summary Report

The Economic Development Administration (EDA) provides grant assistance to economically distressed areas. EDA supports local, state and regional economic development efforts targeting areas of highest distress within the U.S. Idaho's EDA representative also covers the state of Nevada and reports to the Seattle Regional Office (SRO). In addition to Hawaii, Alaska, Washington, Oregon, California, Arizona, Nevada and Idaho, the SRO also covers American Samoa, Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, Guam, the Republic of Palau, and the Republic of the Marshall Islands.

EDA provides direct grants, on a cost-share basis, for projects that will create and retain private-sector jobs and leverage public and private investment in distressed areas. EDA also provides community and regional economic development assistance for planning, technical, and economic adjustment assistance and public works projects.

1. Planning and technical assistance to build local capacity for economic development programs and projects. This includes assistance for local, state and regional planning organizations that target distressed urban and rural communities, and for university centers and other projects that provide technical support for economic development.

2. Economic adjustment assistance to address severe economic dislocations, natural disaster, or other special needs. In addition, grants may be used to establish revolving loan funds for business retention, expansion or new enterprise development. Funds are expected to leverage other public and private capital for strategic investments in local capital markets.

3. Public works and development facilities to support industrial, commercial, and technology-based employment in eligible areas experiencing significant economic distress. Examples include grants to improve or develop transportation facilities, water and sewer systems for industrial use, industrial parks and buildings, business incubators and technology training centers, telecommunications facilities and research parks.

Units of state and local government, Indian tribes, economic development districts, public and private non-profits, universities and other institutions of higher education, are among eligible applicants for EDA programs.

Raymond S. Burstedt, President, Idaho Economic Development Association Biography

Ray serves as the volunteer president of the Idaho Economic Development Association and is the Executive Director of Bannock Development Corporation. He has served in that capacity since July of 1997. Since taking the helm, he has assisted in the creation and/or retention of over 3,000 jobs. He has been instrumental in the expansion and relocation of several companies, notably SME Steel, Premier Technologies, Superior Modular Builders, AMI Semiconductors, Convergry Corporation, Positron Systems, and the start-up of TetriDyn Solutions, Inc.

Ray also serves as the Executive Director of Pocatello Development Authority and is the Project Director for Industrial Development Corporation of Bannock County. He is the current President of Industrial Lands, Inc. of Pocatello, and is serving his second term as President of the Idaho Economic Development Association. Ray has played a significant role in regional cooperation, which has lead to the development of the Technology Corridor.

Before coming to BDC, he was the Senior Business Consultant of the Idaho Small Business Development Center, and served as a Loan Officer for Eastern Idaho Development Corporation. He has 14 years of banking experience serving as CEO of Custer County Bank in Challis and as Vice President of First Security Bank's commercial loan department in Boise. In addition, he was owner/operator of Jensen Oil Company in Challis, an oil distribution company with annual sales in excess of \$10 million, from 1986 to 1992.

He and his wife, Teri, will celebrate their third wedding anniversary in July. Together they have five children. He enjoys skiing, golfing, and spending time with his wife and kids. Ray is active in the Southeast Idaho Shrine Club, a member of the ISU Alumni Association, and the Bengal

Foundation. Ray also serves on the Greater Pocatello Chamber of Commerce board, has been inducted into the Pocatello Chiefs, and is a member of the Local Issues Committee.

He received his BBA from Idaho State University, and has achieved his Economic Development Certification from the University of Oklahoma.

Summary Report

The Idaho Economic Development Association (IEDA) was organized at the recommendation of the Governor's Science and Technology Study in 2000. The study made a recommendation that one of the assets the State needed was an organized effort on the part of economic development professionals around the State.

It has come a long way in the past couple of years. IEDA offers technical training on a quarterly basis to all its members and to other interested parties who choose to participate with us. To date IEDA has received business retention and expansion training, media training, and basic economic 101 training. At their last training in Boise they had 54 people in attendance. IEDA has also been active in supporting legislation that will improve the business climate in this state, working closely with Legislators and others to accomplish the task.

The Association has also been very successful in working with Bechtel BWXT, Idaho and the INEEL to secure grant monies for organizational purposes and for marketing purposes. It currently has a joint agreement with the Idaho Department of Commerce to market Idaho with a pool of funding to create the message we want companies outside Idaho to hear. The association is confident that this co-operative effort will yield good leads for the EDO's and improve the employment of Idaho's work force. IEDA holds Quarterly Board meetings, usually in each region of the State, and an annual meeting that is used to elect new officers and promote new programs. We feel that all chambers, city and county governments, and other public and private entities should consider membership in the Association.

WEDNESDAY LUNCHEON



Idaho's Role in the National Rural Development Partnership U.S. Senator Larry Craig

Biography

Larry Craig is serving his third term as a United States Senator from Idaho. Senator Craig quickly rose to the fourth highest Senate leadership position in his first term, when his colleagues elected him Chairman of the Republican Policy Committee. He was re-elected to that position in the 106th and 107th Congress. The committee is responsible for developing policy positions for Senate Republicans. Other Republican Policy Committee duties include overseeing research, sponsoring issue forums and helping the Majority Leader operate the Senate. Senator Craig served previously as chairman of the Steering Committee, a legislative "think tank" and action group for Senate conservatives. He was the youngest senator ever elected to that position.

A forceful advocate for common sense and conservative solutions to our nation's problems, Senator Craig has emerged as a leader in the battle for the Balanced Budget Amendment to the Constitution, limited taxation, private property rights, and greater accountability in government. He has been recognized by national groups including Citizens for a Sound Economy, Citizens Against Government Waste, Watchdogs of the Treasury, and the National Taxpayers Union Foundation for his votes to cut spending and protect the taxpayer.

With his appointment to the Senate Appropriations Committee, Senator Craig oversees funding on the following subcommittees: Energy and Water Development; Labor, Health and Human Services, and Education; Military Construction; VA, HUD and Independent Agencies; and Agriculture. Senator Craig is the newly elected chairman of the Senate Special Committee on Aging; and a member of the Committee on Energy and Natural Resources, where he is the chairman of the Subcommittee on Forests and Public Land Management, and a member of the Subcommittee on Energy Research, Development, Production and Regulation, and the Subcommittee on Water and Power. In addition, he is a member of the Judiciary and Veterans' Affairs Committees.

Presentation of Rueben D. Miller Annual Award for Individual Commitment to Rural Community Development

Award Presented to a Surprise Recipient by Lieutenant Governor Jim Risch

Lieutenant Governor Jim Risch is a rancher and attorney from Ada County. He attended the University of Idaho where he obtained his Bachelor of Science in Forestry and a Jurist Doctorate. From 1970 to 1974 Lieutenant Governor Risch worked as the Ada County Prosecuting Attorney; during this period he also taught law at Boise State University. In 1975 he was first elected to the Idaho State Senate, a position he held for 22 of the next 28 years. He spent 12 years as Majority Leader and six years as President Pro Tem. Jim was elected Lieutenant Governor of Idaho in November 2002.